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**ABSTRACT OF THE DISCLOSURE**

Multimedia service contents are provided to user terminals in a wireless communication network, such as, a GPRS or UMTS network, by generating delivery packets that convey both the multimedia service contents and a corresponding service logic. These delivery packets are received and interpreted by means of an interpreter at the user terminals (client) to obtain presentation of the multimedia service contents and the interaction level between client and server according to the corresponding service logic. The multimedia contents can thus be presented interactively at the terminal while new services can be designed on the server side and made available to the user terminals without modifications being required on the terminal side.